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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91181923
Party	Defendant Bela Hockey, LLC
Correspondence Address	ALFRED FRAWLEY PRETI FLAHERTY PO BOX 9546 PORTLAND, ME 04112-9546 afrawley@preti.com
Submission	Answer
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Date	02/25/2008
Attachments	9118192302252008-132722.pdf (3 pages)(43239 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Trademark Application
Serial No. 77/128,018
Filed: March 12, 2007
Published: September 18, 2007
By: BELA HOCKEY, LLC
For the Trademark: BELAHOCKEY

Color Image Apparel, Inc.,
a California Corporation

Opposer,

v.

BELA HOCKEY, LLC,
a Maine Limited Liability Company,

Applicant.

Opposition No. 91181923

ANSWER

NOW COMES Applicant, Bela Hockey, LLC, by and through its undersigned counsel,
and hereby answers to Notice of Opposition in this matter as follows:

1. Applicant admits the allegations set forth in Paragraph 1 of the Notice of Opposition.
2. Applicant admits the allegations set forth in Paragraph 2 of the Notice of Opposition.
3. Applicant is without knowledge sufficient to form a belief as to the truth of the allegations set forth in Paragraph 3 of the Notice of Opposition and therefore denies those allegations.

4. Applicant denies the allegations set forth in Paragraph 4 of the Notice of Opposition.

5. Applicant denies the allegations set forth in Paragraph 5 of the Notice of Opposition.

6. Applicant hereby denies each and every allegation of the Notice of Opposition not heretofore specifically admitted.

FIRST AFFIRMATIVE DEFENSE

The Notice of Opposition fails to state a claim upon which relief may be granted.

SECOND AFFIRMATIVE DEFENSE

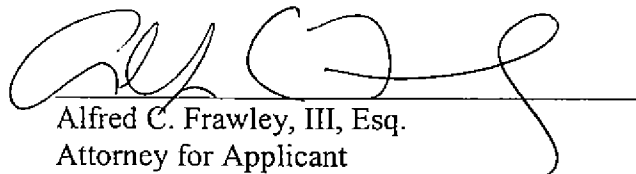
The parties' channels of trade are different, thereby negating a likelihood of confusion.

THIRD AFFIRMATIVE DEFENSE

The respective marks in issue are not confusingly similar.

Dated: February 25, 2008

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Alfred C. Frawley, III, Esq.', written over a horizontal line.

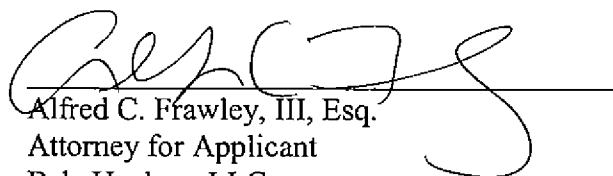
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Certificate of Mailing Via First Class Mail

I hereby certify that a true and complete copy of the foregoing ANSWER has been served on counsel for the Opposer on February 25, 2008, by sending a copy via First Class Mail, postage prepaid to

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Bela Hockey, LLC